

***‘The Christian Communicator:
Your Writing Speaks Volumes’***

Presented / Facilitated by Pastor Kevin Wayne Johnson

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The JOHN MAXWELL **Team**



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Proverbs 7: 1 – 4 (KJV)

My son, keep my words, and lay up my commandments with thee.

² *Keep my commandments, and live; and my law as the apple of thine eye.*

³ *Bind them upon thy fingers, write them upon the table of thine heart.*

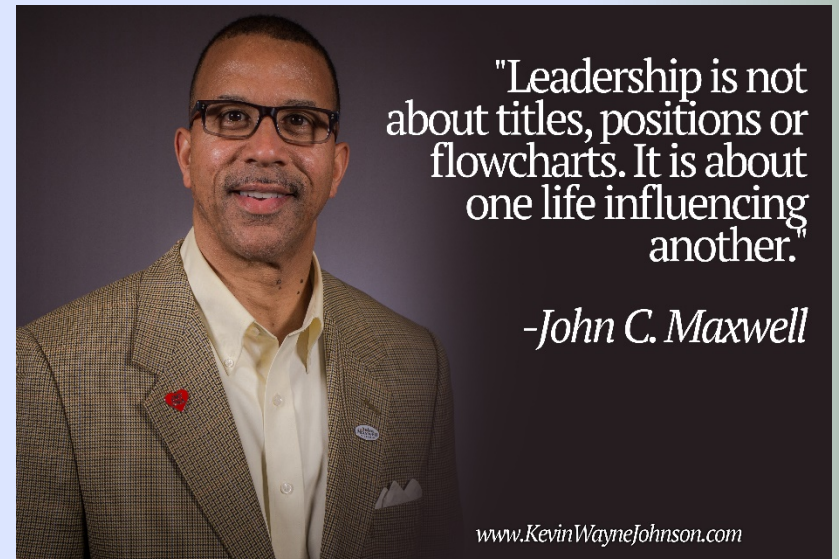
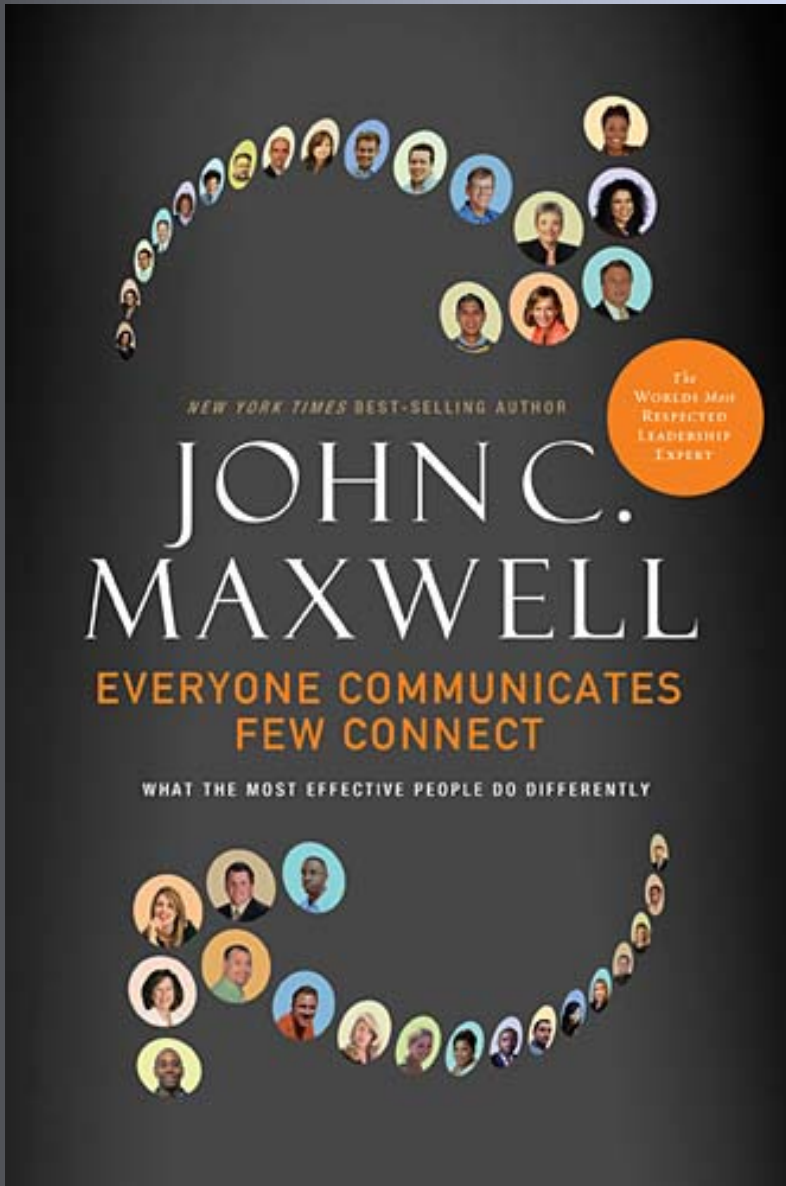
⁴ *Say unto wisdom, Thou art my sister; and call understanding thy kinswoman:*

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Description:

Everyone communicates, but few connect. A Christian author has a heightened responsibility to reveal the unconditional love of God through the written word. Improve your craft, increase your prayer life and meditate regularly as God’s voice permeates your mind, body and spirit.



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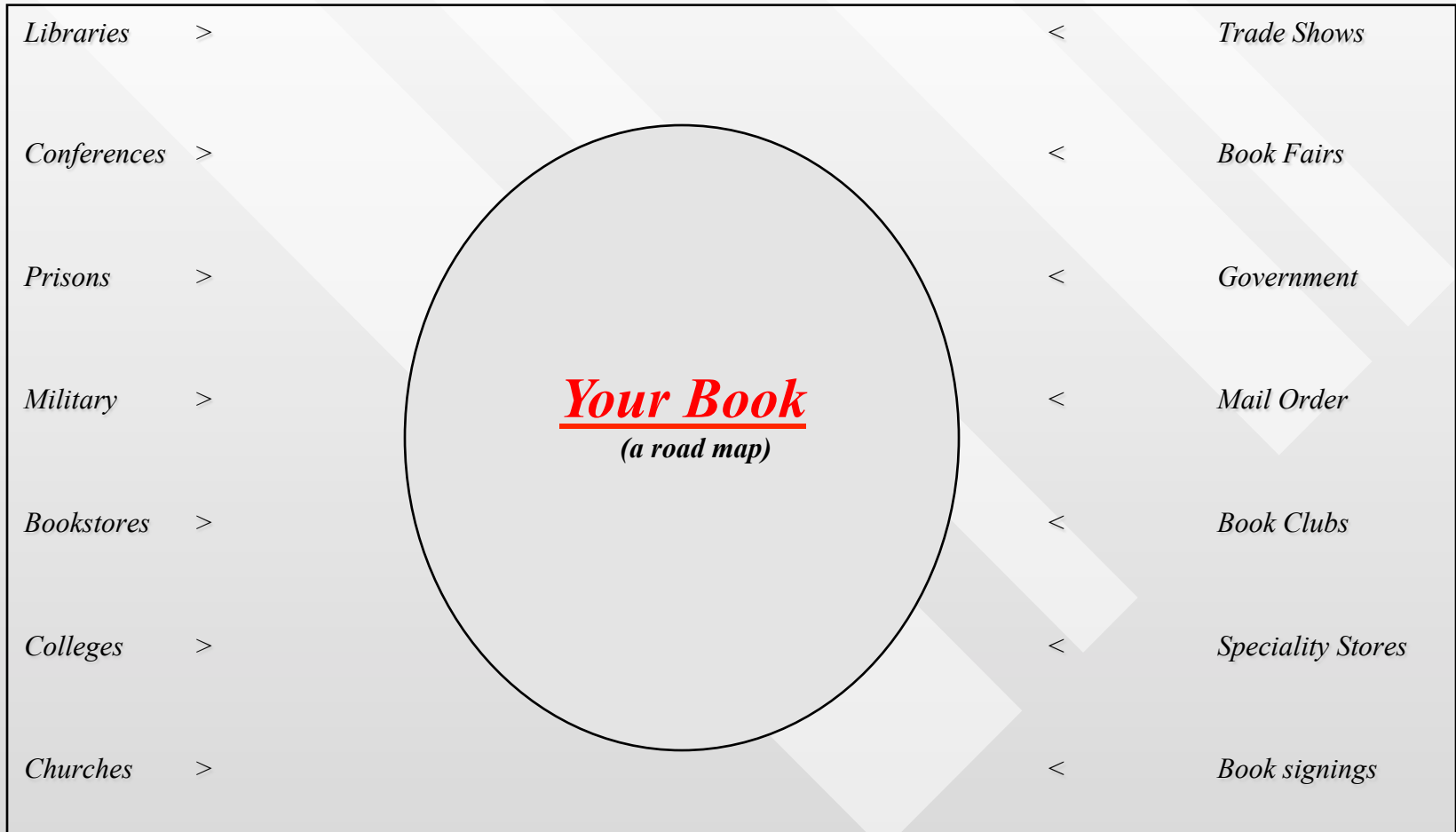
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Communication(s) Overview:

5 Principles

5 Practices

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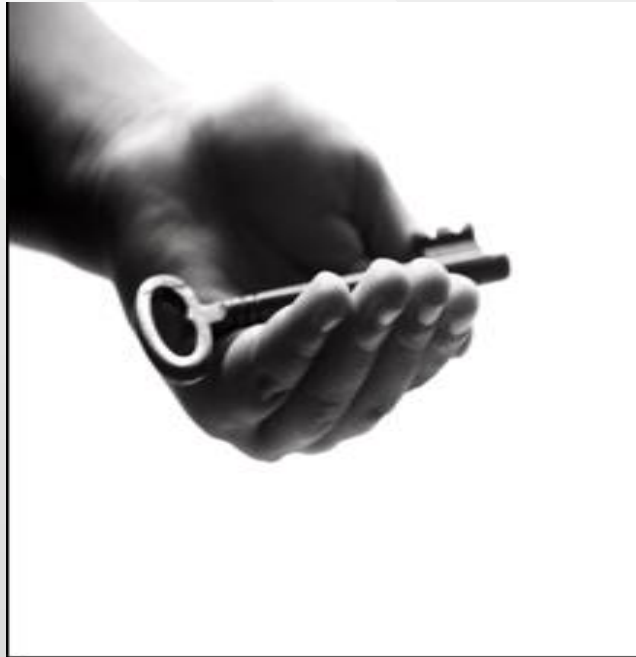
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1 Peter 4:9-11 (KJV)

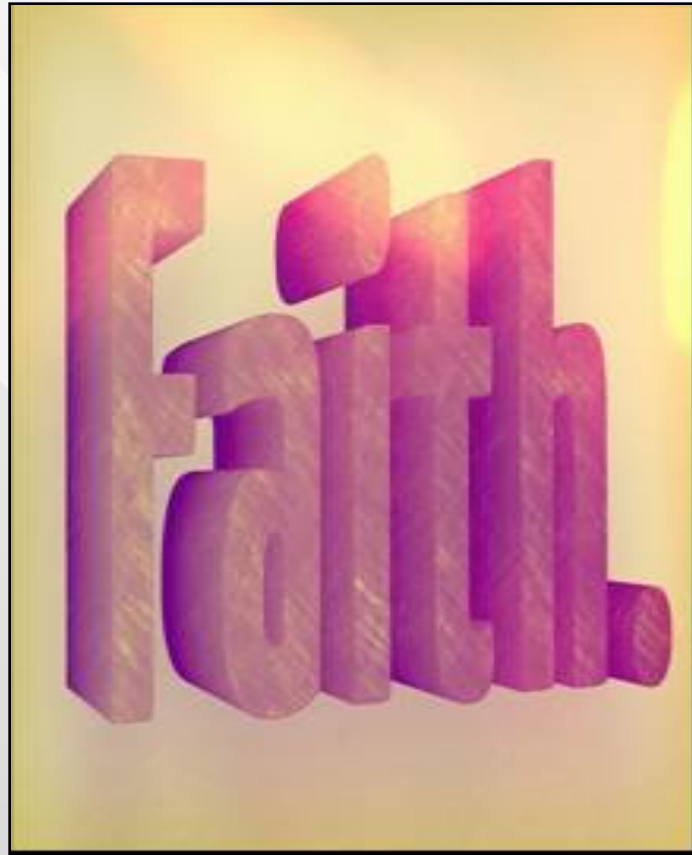
*Use hospitality one to another without grudging.
¹⁰ As every man hath received the gift, even so minister the same one to another, as good stewards of the manifold grace of God. ¹¹ If any man speak, let him speak as the oracles of God; if any man minister, let him do it as of the ability which God giveth: that God in all things may be glorified through Jesus Christ, to whom be praise and dominion for ever and ever. Amen.*

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What is the KEY to serving others?



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■ DEFINED: A verb (requires “*action*”)

1. To act as a servant
 2. To render assistance
 3. To answer the purpose .
 4. To be in service of; work for
 5. To be useful or of service to
 6. To render active service.
- used *without*
subject
- used *with*
subject

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MARK 10:35-45

...For even the Son of man came not to be ministered unto, but to minister, and to give his life a ransom for many.

PHILIPPIANS 2:1-10

...Look not every man on his own things, but every man also on the things of others.

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Connecting Principles #1 INFLUENCE

Principle #1 - Connecting increases your influence in every situation.

Successful US Presidents exhibit 5 qualities:

1. Vision
2. Pragmatism
3. Consensus Building
4. Charisma
5. Trustworthiness

4 of the 5 skills to being a successful leader have to do with connecting.

Connecting Principles #1 INFLUENCE

Most people who disconnect aren't aware.

Connecting Signals

Extra Effort:

people go the extra mile

Unsolicited Appreciation:

people say positive things

Unguarded Openness:

people demonstrate trust

Increased Communication:

people express themselves more readily

Enjoyable Experiences:

people feel good about what they are doing

Emotional Bondedness:

people display a connection on an emotional level

Positive Energy:

people's emotional "batteries" are charged by being together

Growing Synergy:

people's effectiveness is greater than the sum of the contributions

Unconditional Love:

people are accepting without reservation

Connecting Principles #1 INFLUENCE



Jay Hall, PhD, Teleometrics, conducted a study on the performance of 16,000 executives.

CONCLUSION: direct correlation between achievement and the ability to care for and connect with people.

Connecting Principles #1 INFLUENCE

HIGH ACHIEVERS

Care about People as well as Profits

View subordinates Optimistically

Seek advice from those under them

Actively listen

AVERAGE ACHIEVERS

Concentrate on Production

Focus more on their own Status

Reluctant to seek advice from those under them

Listen only to superiors

LOW ACHIEVERS

Preoccupied with their own Security

Show a basic Distrust of subordinates

Do not seek advice

Avoid communication and rely on policy manuals

Connecting Principles #2 OTHERS

Principle #2 - Connecting is all about OTHERS and not ourselves.

Why do we focus on ourselves and not others?

1. Immaturity

Maturity is the ability to see and act on behalf of others

2. Ego

3. Failure to value everyone

3 Connecting Questions:

1. Do you CARE for me?

2. Can you HELP me?

3. Can I TRUST you?

Connecting Principles #3 COMMUNICATION

Principle #3 – Connecting goes beyond words

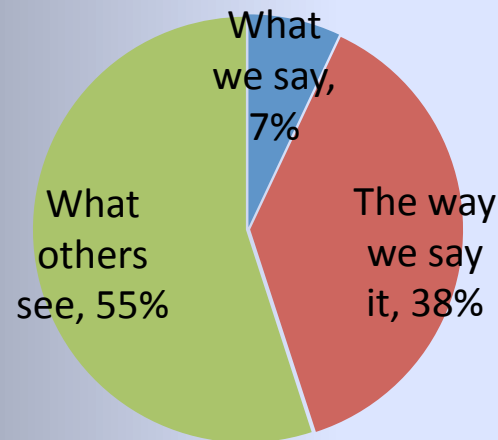
3 Components to Face-to-Face communication

WORDS

TONE OF VOICE

BODY LANGUAGE

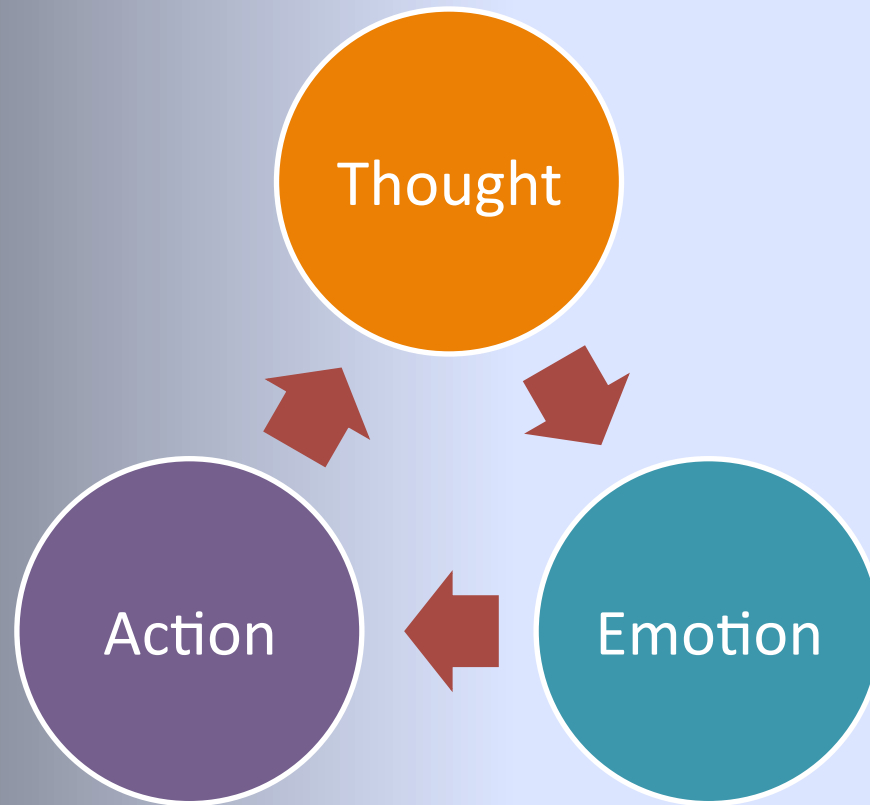
How others believe what we say when we communicate:



>90% of the impression that we often convey has nothing to do with what we actually say!

Connecting Principles #3 COMMUNICATION

3 Components to Communication



Connecting Principles #3 COMMUNICATION

Communication Breakdowns

Breakdown	Thought – knowing	Emotion – feeling	Action - doing
Dispassionate	I know this	I do not feel this	
Theoretical	I know this		I do not do this
Unfounded	I do not know this	I feel this	
Hypocritical		I feel this	I do not do this
Presumptuous	I do not know this		I do this
Mechanical		I do not feel this	I do this

Connecting Principles #3 COMMUNICATION

Action – something we do; connecting visually;
what people see

Thought – something we know; connecting
intellectually; what people understand

Emotion – something we feel; connecting
emotionally; what people feel

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- Guiding Scriptures: *“That ye might walk worthy of the Lord unto all pleasing, being fruitful in every good work, and increasing in the knowledge of God.” –*

Colossians 1:10

- *“I therefore, the prisoner of the Lord, beseech you that ye walk worthy of the vocation wherewith ye are called.” –*

Ephesians 4: 1 - 3

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1 Corinthians 2:4-5

1 Corinthians 1:24

Romans 1:16

Holy Spirit
(helper / counselor)

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We (saints) glorify God through the **gifts** that He gave to us.

- Power Gifts – ‘protect’ and/or ‘empower’
- Functional Gifts – how we function within the Kingdom of heaven
- Perfecting Gifts – gifts to “perfect” the saints

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Foundational Scriptures:

- James 1:17 – “*Every good gift and every perfect ([a]free, large, full) gift is from above; it comes down from the Father of all [that gives] light, in [the shining of] Whom there can be no variation [rising or setting] or shadow cast by His turning [as in an eclipse].*” (Amplified)
- Romans 11:29 – “*for God’s gifts and his call are irrevocable.*” (NIV)

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Spiritual Gifts (20) are: Abilities or powers given to an individual by God through the Holy Spirit (1 Cor. 7:7). We are responsible to use it/them (1 Peter 4:11).

Connecting Principles #4 ENERGY

Principle #4 – Connecting always requires ENERGY

4 Unpardonable sins of a communicator:

Unprepared

Uncommitted

Uninteresting

Uncomfortable

3 of the 4 require a lot of effort and energy

Connecting requires:

1. Initiative – go first!
2. Clarity – prepare
3. Patience – slow down
4. Selflessness – give
5. Stamina – recharge

Connecting Principles #5 SKILL

Principle #5 – Connecting is more SKILL than natural talent



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■ Fiction

- Character development, story lines, and ability to build on the 5 senses: *sight, hearing, smell, touch, and taste.*

■ Non-Fiction

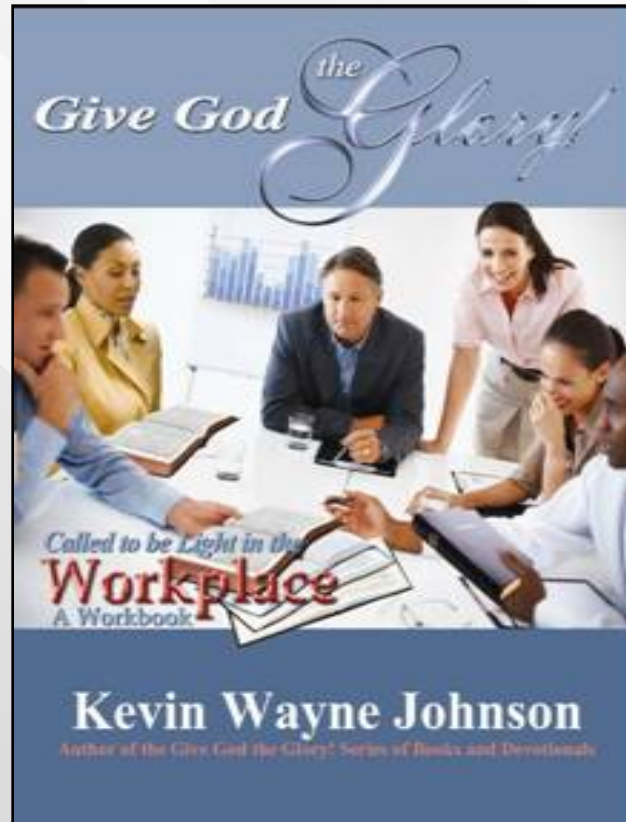
- Research, study, outline, organizational skills, and features the 5 “w’s”: *who, what, when, where, and why.*

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- Your Book cover – *in the publishing industry, your book cover is “judged” throughout the entire supply chain.*
- Registration – Five key registration points:
 - ISBN: www.isbn.org
 - RR Bowker: www.bowker.com
 - Barcode: www.loc.gov or www.bowker.com
 - Copyright: www.loc.gov
 - LCCN: www.loc.gov

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■ *Sample book cover*



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- Editing and Proofreading (do not edit your own work!)
- Typesetting and Formatting (layout of book)
- Printing Options/Formats:
 - Standard printing
 - Print-on-demand
 - E-books

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- **WHAT IS YOUR BOOK ABOUT?**
 - How does it benefit the reader?
- **WHO'S GOING TO BUY YOUR BOOK?**
 - Who is your target audience?
- **HOW WILL YOUR BOOK BE DIFFERENT?**
 - Over 200,000 new titles and reprints per year.
- **HOW WILL YOU PROMOTE YOUR BOOK?**
 - What paths will you pursue to let others know about your work?

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- Know your markets (4):
 - CONSUMER: magazines with consumer readership
 - TRADE: Specialty publications such as *Publishers Weekly*, *CBA Marketplace*, *Christian Retailing*
 - RETAIL: Specific bookstores, including Amazon.com
 - WHOLESALE: Distributors

Connecting Practices #1 COMMON GROUND

Practice #1 – Connectors connect on common ground

Barriers to finding common ground:

Assumption

Arrogance

Control

Indifference

Connecting Practices #1 COMMON GROUND

Choices to finding common ground:

Availability

Listening

Questions

Thoughtfulness

Openness

Likeability

Humility

Adaptability

Connecting Practices #2 Simplicity

Practice #2 – Connectors do the difficult work of keeping it SIMPLE

4 components to connect through communication

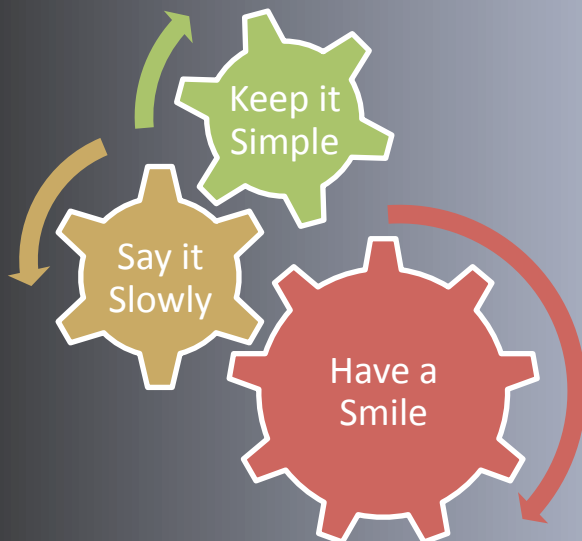
Humor

Heart

Hope

Help

Three S's



Art of Simplicity

1. Talk to people, not above them
2. Get to the point
3. Say it over and over and over again
4. Say it clearly
5. Say less

Connecting Practices #3 EXPERIENCE

Practice #3 – Create an EXPERIENCE everyone enjoys

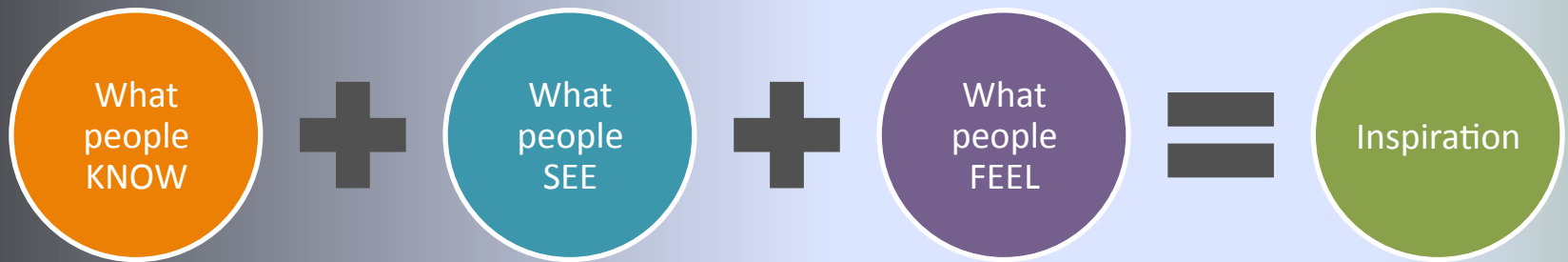
How to be interesting:

1. Take responsibility for your listeners
2. Communicate in their world
3. Capture people's attention from the start
4. Say it so it sticks

Connecting Practices #4 INSPIRE

Practice #4 – Connectors INSPIRE people

Inspiration Equation



What do people need to KNOW?

- That you understand them and are focused on them
- That you have high expectations of them

What do people need to SEE?

- Your conviction
- Your example

What do people need to FEEL?

- Your confidence in yourself and them
- Your gratitude for them

Connecting Practices #5 CREDIBILITY

Practice #5 – CREDIBILITY is the currency that connectors have

Credibility Checklist

1. Have I connected with myself?
2. Have I made right my wrongs?
3. Am I accountable?
4. Do I lead like I live?
5. Do I tell the truth?
6. Am I vulnerable?
7. Am I following the Golden Rule?
8. Do I deliver results?

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■ Bookstores at a glance:



General/Full Service:

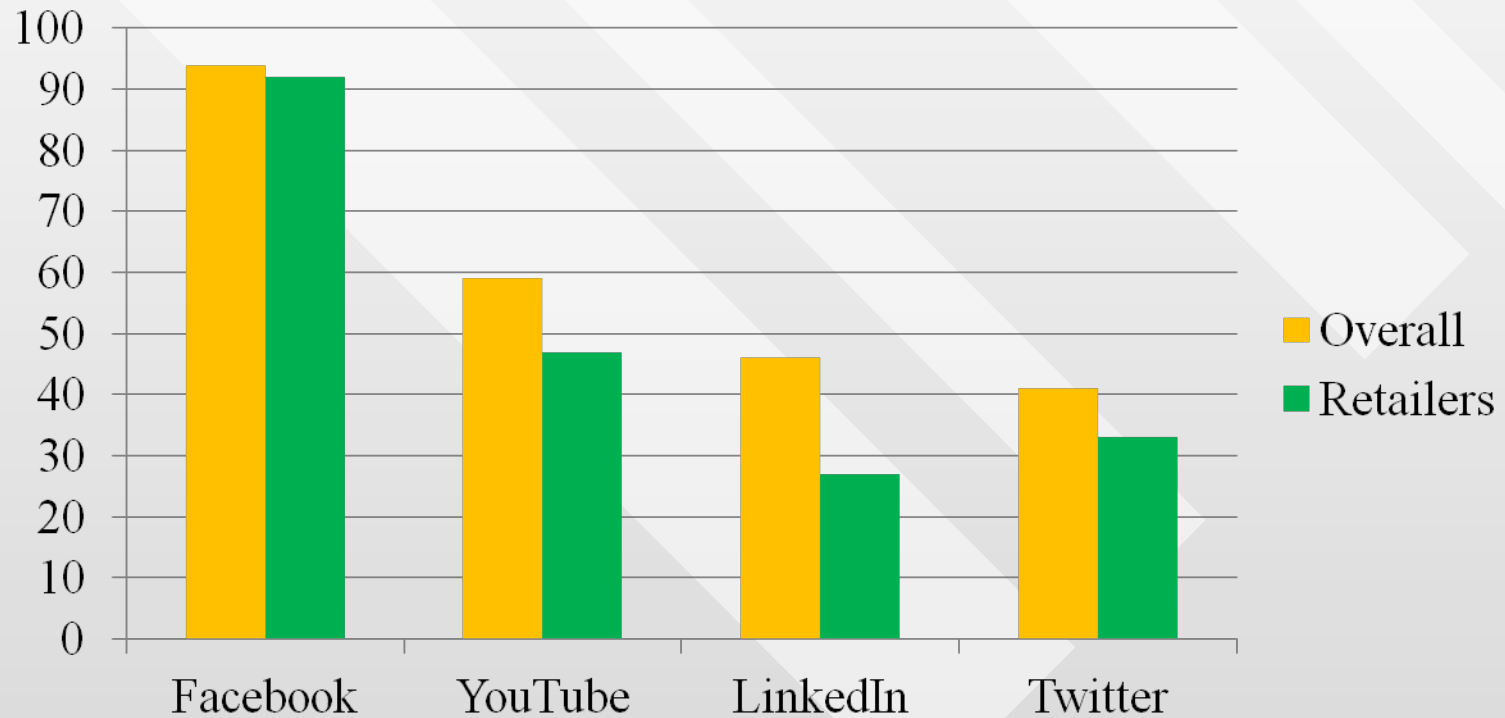
- Barnes and Noble
- Borders x
- Books-A-Million
- Walden Books x
- B. Dalton x

Christian:

- | | |
|--------------------|-------------|
| ➤ Family x | Munce |
| ➤ Berean | Covenant |
| ➤ Parable | Cokesbury x |
| ➤ Heaven & Earth x | |
| ➤ Lifeway | Logos x |

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■ The Power of Social Media -



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- Information about a book travels through a network of potential buyers in two possible fashions:
 - Exogenous – Sources outside the system they affect, like billboards or newspaper articles
 - Endogenous – happens in a coordinated fashion, like word-of-mouth recommendations.

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- Thank you note (hand-written)
- Plan in advance
- Ask for a taped recording (television and radio appearances)
- Offer to appear again
- Add them to your mailing list
- Ask if you can use them as a reference

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Q & A / Closing Prayer

THANK YOU!!

Writing for the Lord Ministries

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Any questions or need any help? Please call
or write...Stay in touch!

BOOK

Pastor Kevin Wayne Johnson

*"If any man speak, let him speak as the oracles of God; if any man minister, let him do it as of the ability which God giveth: that God in all things may be glorified through Jesus Christ, to whom be praise and dominion for ever and ever. Amen."
1 Peter 4:11*

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